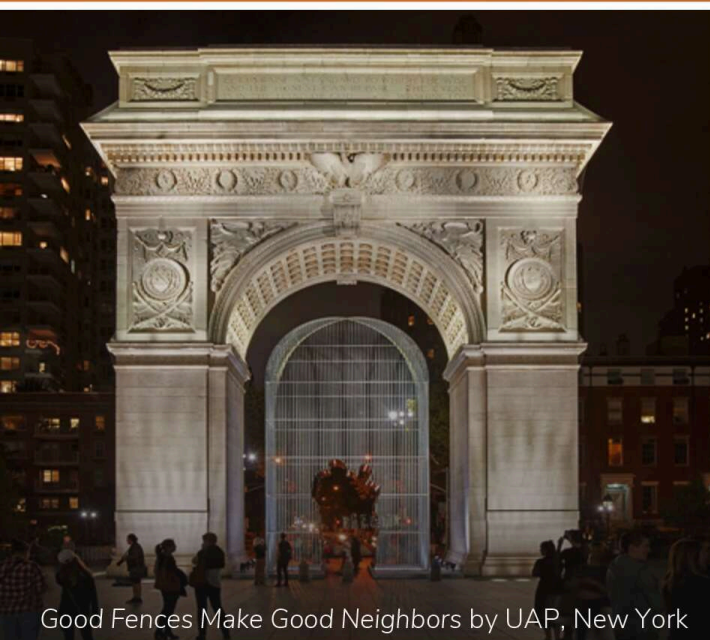


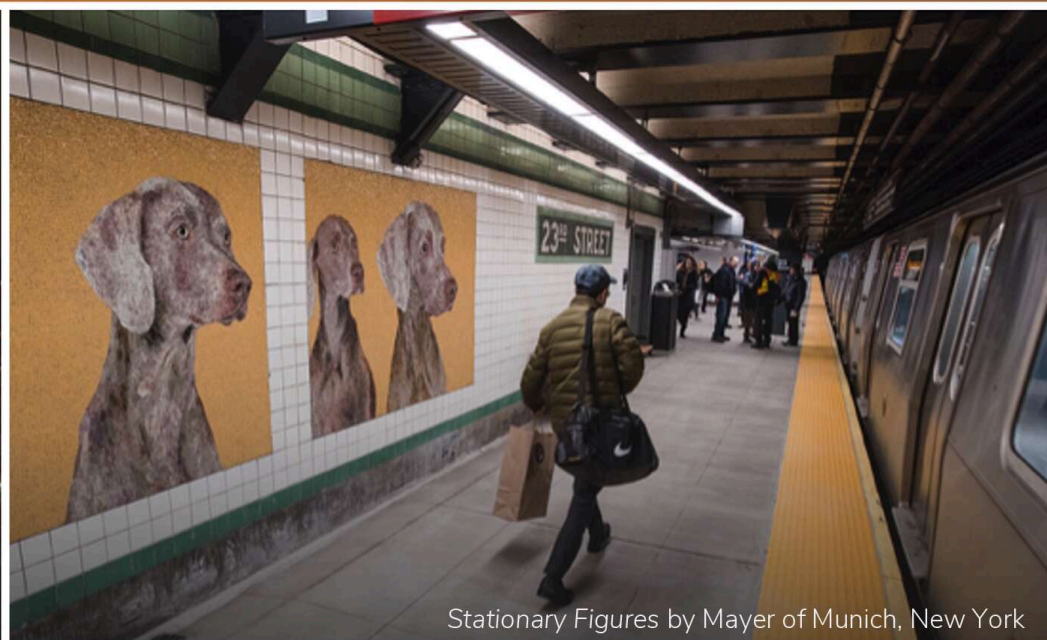
CODIA
WORX

Marketplace for the Public Art Industry

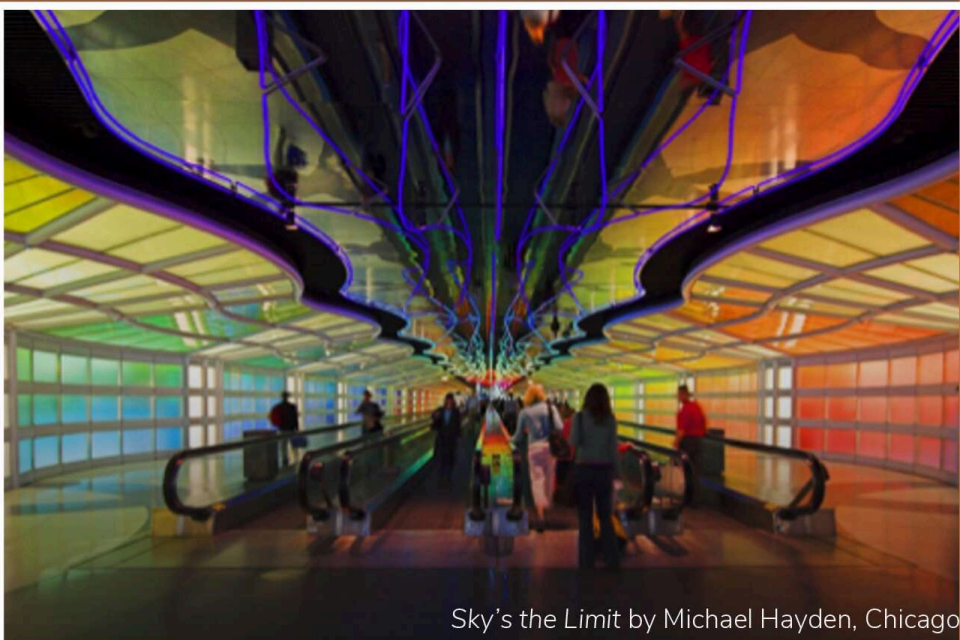
*Connecting business sectors within a global
and growing industry*



Good Fences Make Good Neighbors by UAP, New York



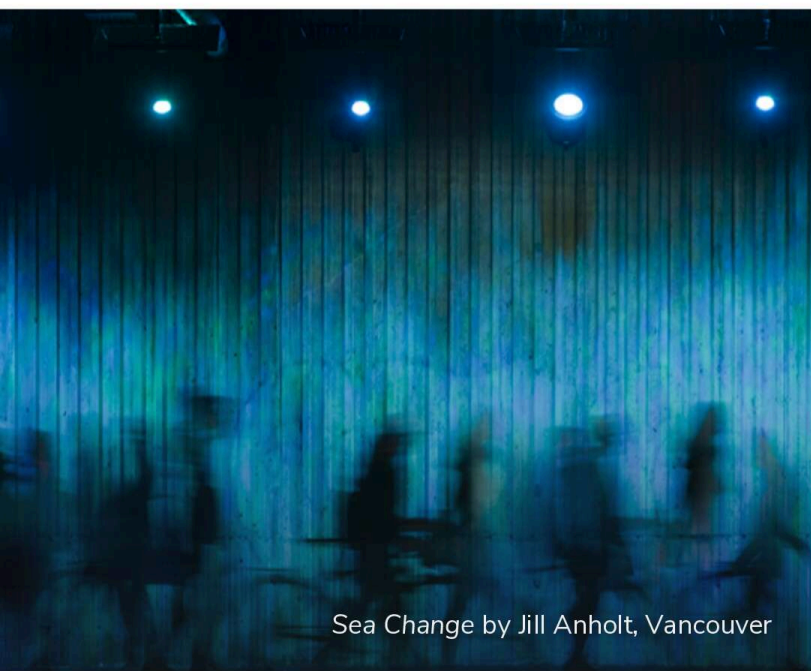
Stationary Figures by Mayer of Munich, New York



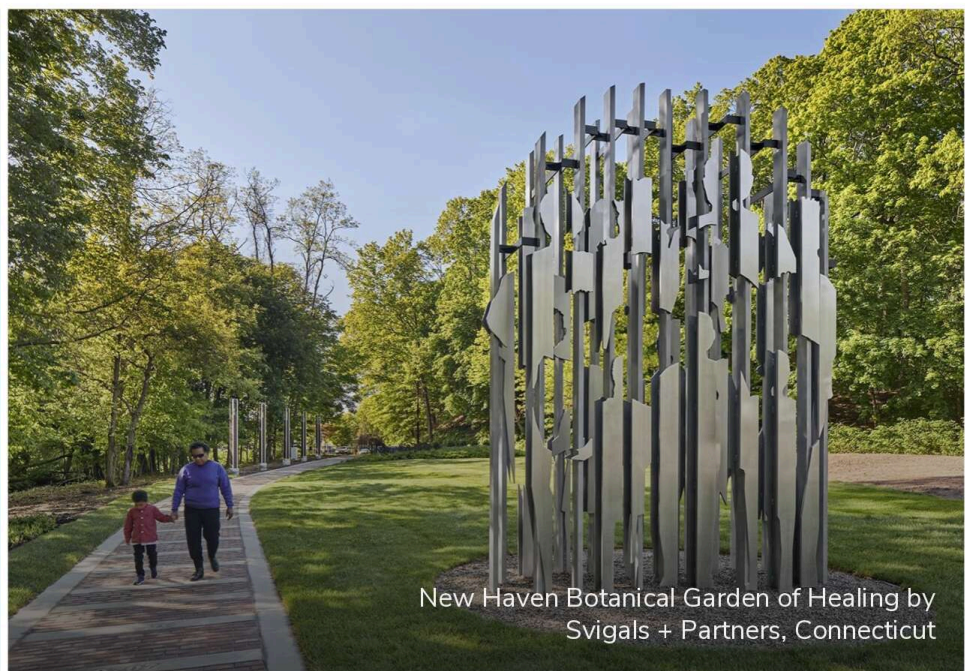
Sky's the Limit by Michael Hayden, Chicago

Public Art is Everywhere

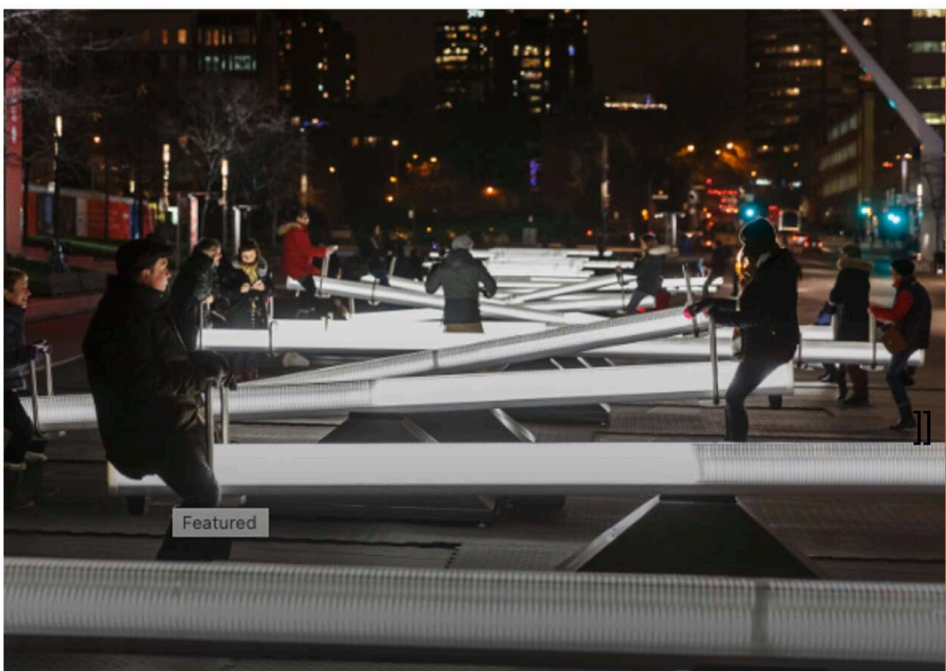
Public artworks are the creative heart of the Experience Economy



Sea Change by Jill Anholt, Vancouver



New Haven Botanical Garden of Healing by Svigals + Partners, Connecticut



Public Art Industry

It takes an industry to create a masterpiece

COD|A
WORX

Sculpture: *Havre*

Commissioned by McGill University Health Centre

Artist: Linda Covit

Location: Montreal, CA

Budget: \$750,000

Collaborative Team

Lighting Consultant:	Jean Laurin
Fabricator:	Michel Bernier
Installation:	Claude Bernard, Formaviva
Construction:	NCK Engineers
Lighting:	Blue Hour Designs
Technical Renderings:	Plan HB Architects
Structural Engineers:	Nicolet, Chartrand, Knoll Ltée

Plus Site Architects, Landscape Architects,
and Electricians

The Invisible Economy

Multiple business sectors are involved in large-scale commissions

Commissioner: University Hospital, San Antonio
Artist: Ansen Seale

Artist

Glass Fabrication

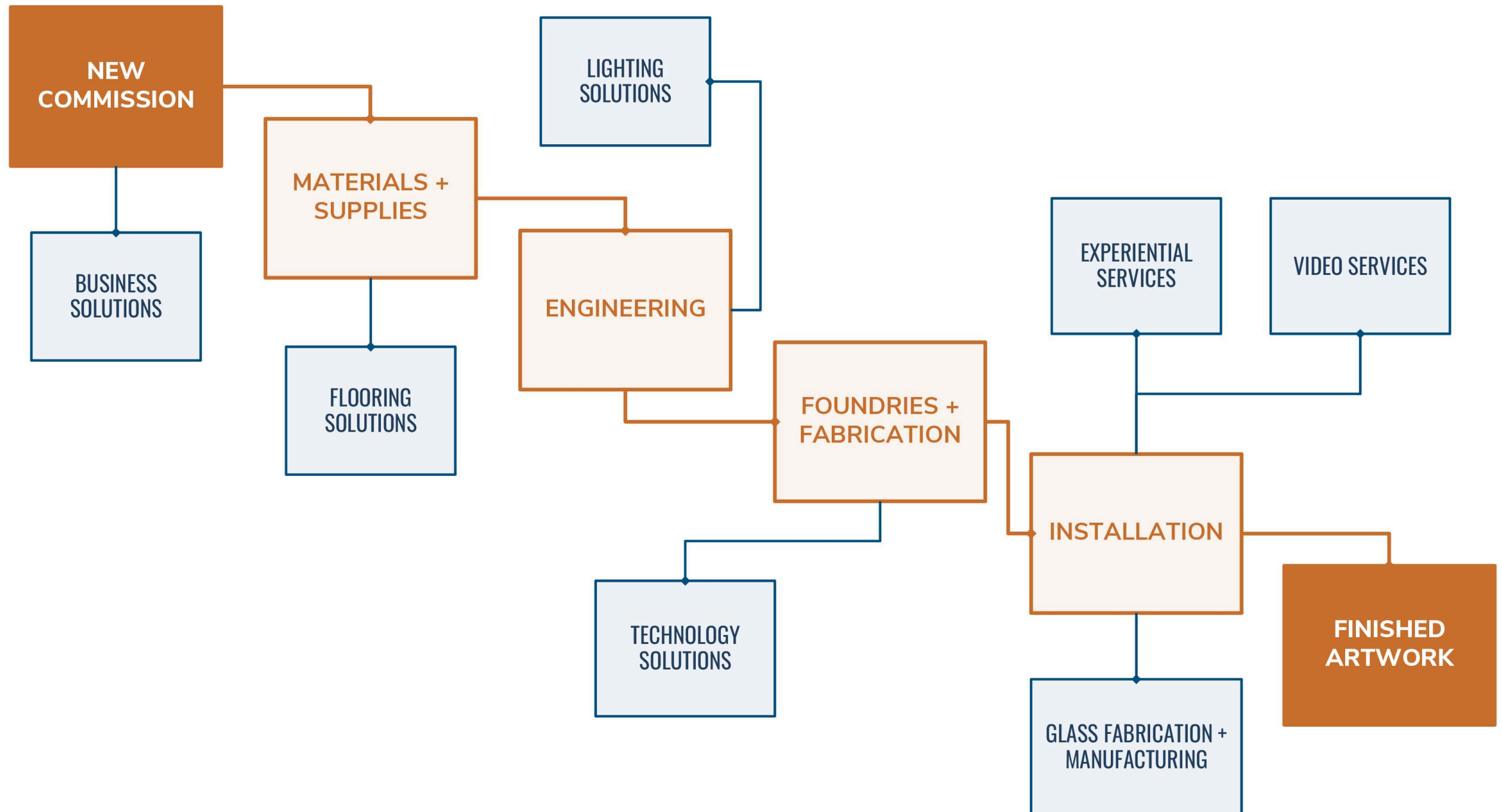
LED Technology

Acoustical Engineer

Installation

Public Art Cycle

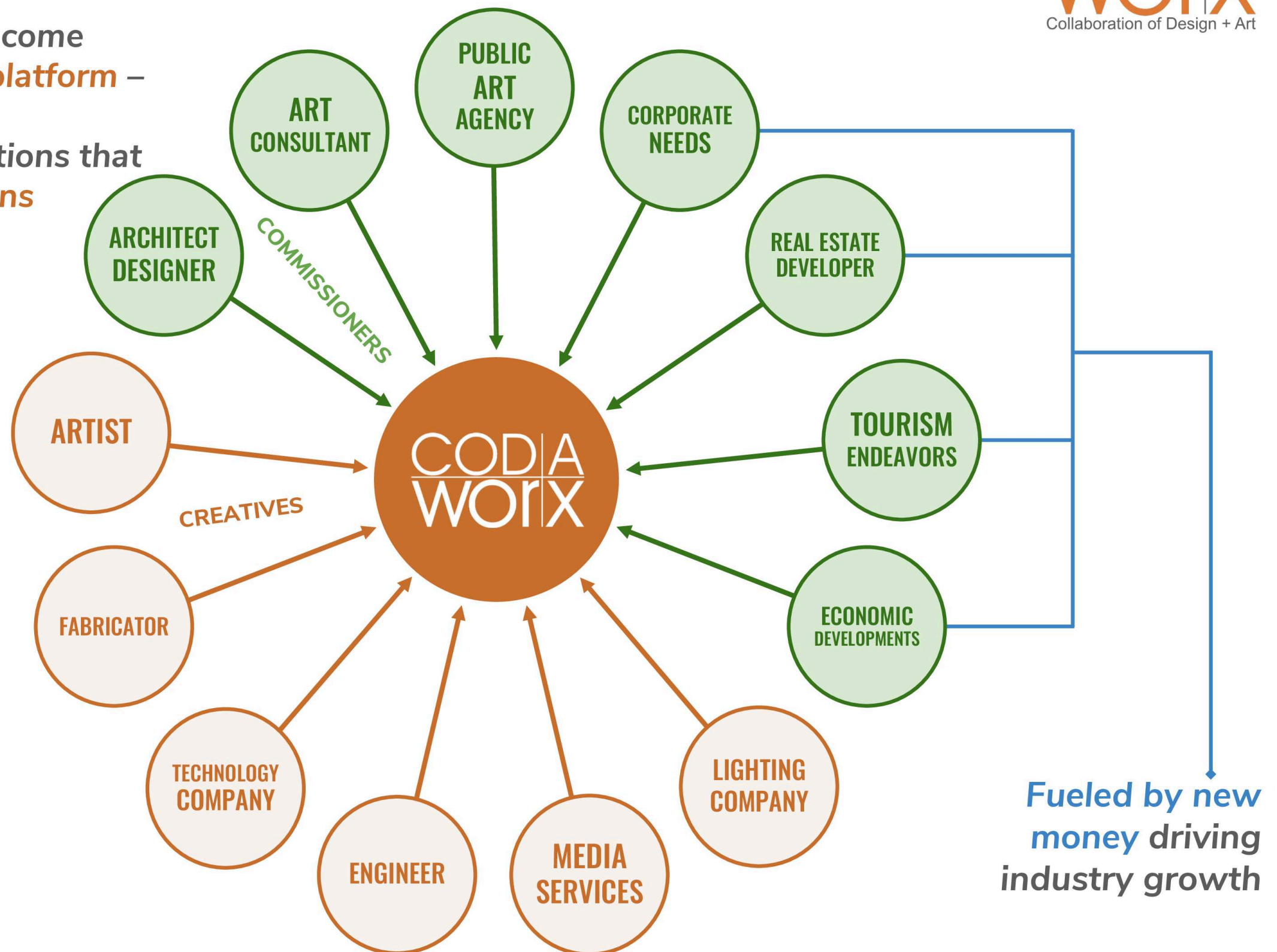
From the commissioner to the installer, it takes many collaborators to complete a large-scale artwork project



CODAworx Marketplace

All of the players come together on **one platform** –

Fostering connections that lead to **transactions**

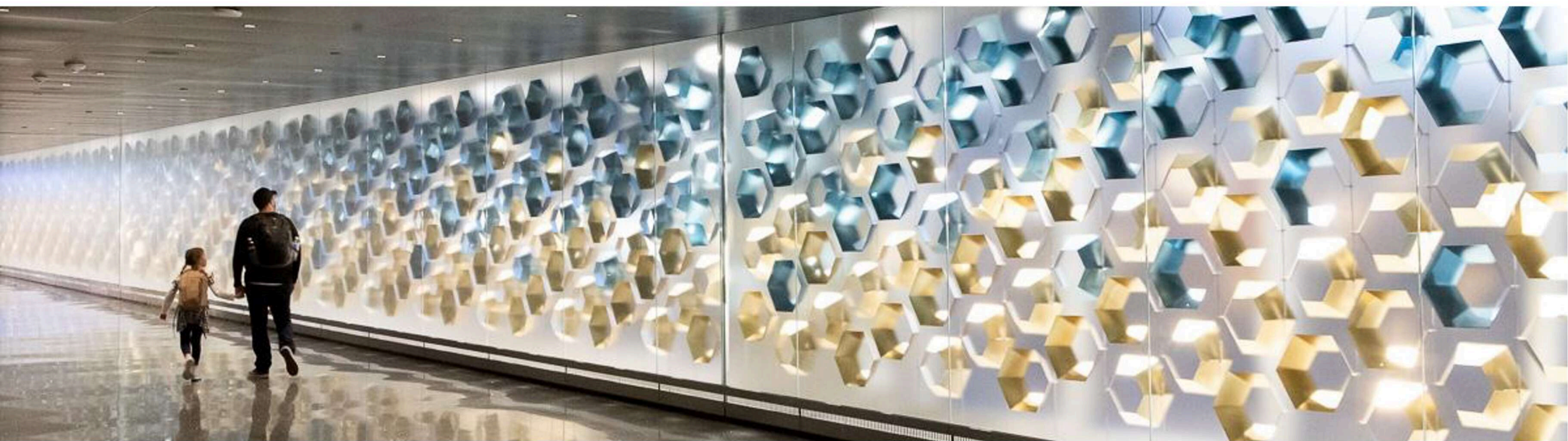


Investment Strategy

Leverage two existing assets to propel revenue growth and profitability

Expansion of the lucrative **CODAsummit** event model

Largest collection of industry data in **CODAworx Project Library** and other platform features

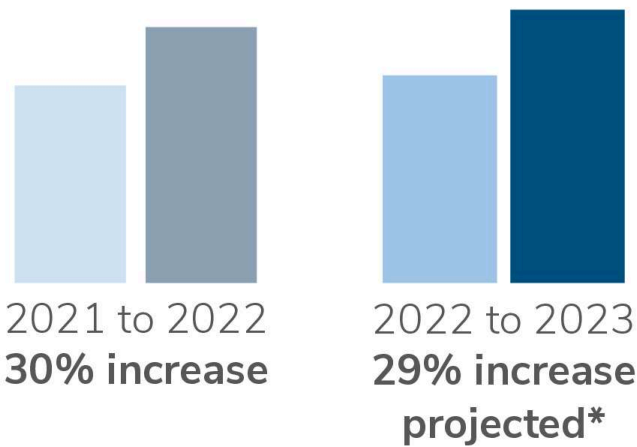




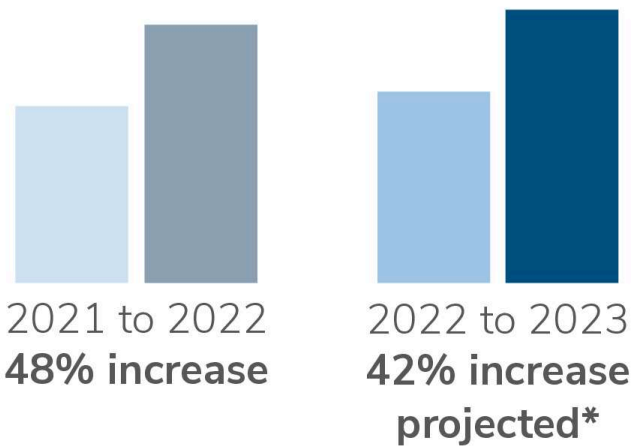
CODASummit

Key industry conference with strong revenue growth

ATTENDANCE REVENUE:



SPONSORSHIP REVENUE:



*These charts contain forward looking statements which cannot be guaranteed.

Sponsors are key players in the industry:



Leveraging the CODAsummit Model

New in 2024:
spring conference that expands
the circle of experience

CODAsummit: Design + Art + Experience

Introduction to **experiential art and artists** for:

- ◆ architects
- ◆ landscape architects
- ◆ designers
- ◆ real estate developers

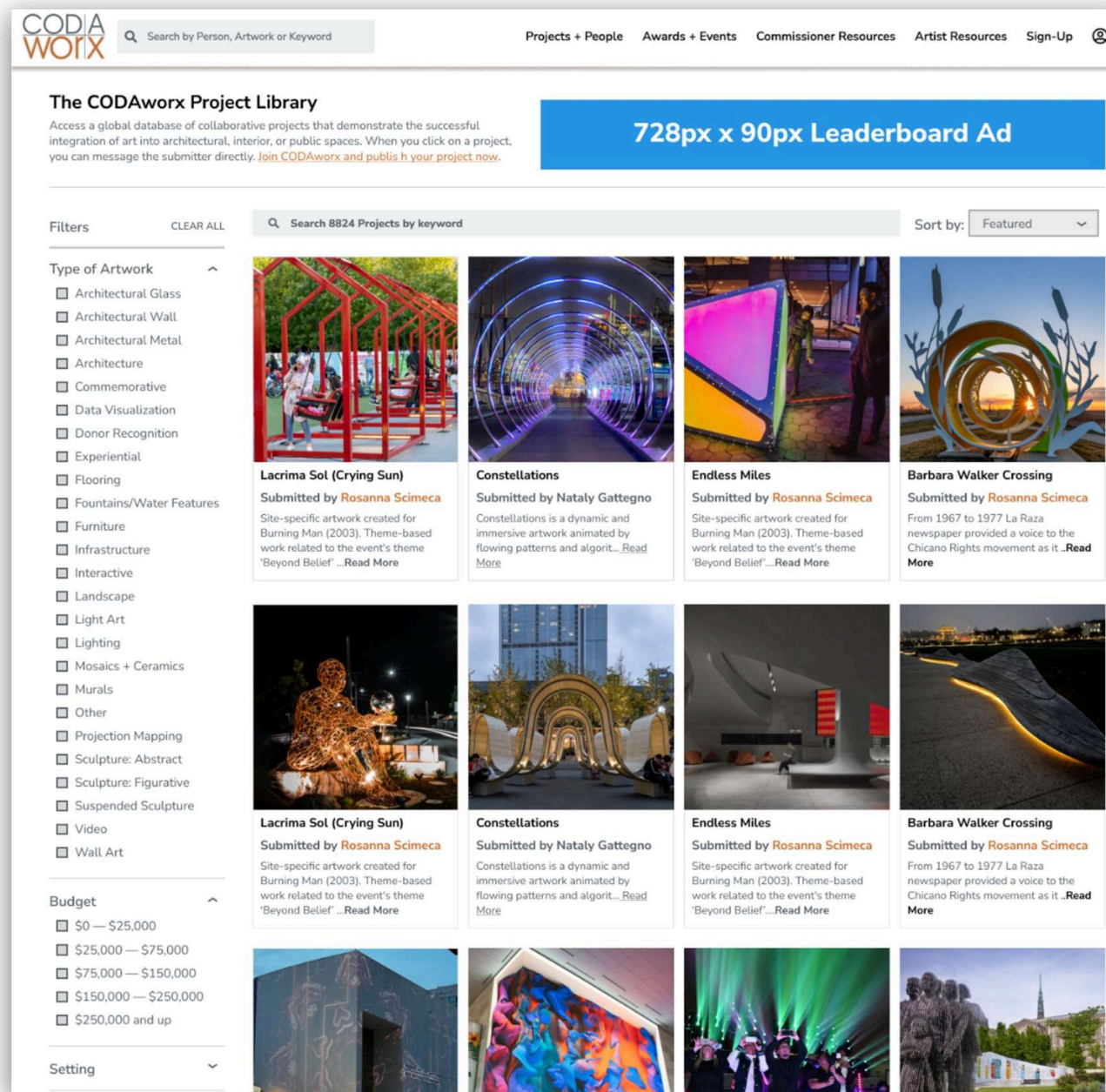
Talks underway with potential partners/sponsors

Investments in operational staff and promotion

Oscillation to the Edge, live performance
by Maria Finkelmeier

The CODAworx Project Library

Members post projects online, each with 12 data points



9,208

Projects posted

\$4 Billion+

Value of Projects,
+ multiplier effect!

Searchable by:

- Types of Artwork
- Budget
- Artist Commissioned
- Commissioning Agent
- Purpose/Theme
- Location of Project

Leveraging the Project Library

Creating a data warehouse of valuable industry information

With data collected from 9,000+ projects in 93 countries, CODAworx has amassed a dataset about the public art industry that has greater depth and breadth than any other source.

THIS IS WHAT WE KNOW:



Who Buys

We know **who the most active buyers** are. Where they are **located** and the types of facilities they are buying for.

What Sells

We know **when** art sells. We know the **type** of art that is commissioned. We know **where** it is installed.

Who Collaborates

We know who the **artists** are. We know who the **buyers** are. We know who the **fabricators** are. We know who the **architects** are.

What it Costs

We know the **budgets**.

All the players need industry data:

- ◆ Commissioners need data to justify more commission \$\$\$
- ◆ Artists need data to understand where the \$\$\$ are flowing
- ◆ Fabricators and service providers need data to understand customers and industry trends
- ◆ Major technology companies need data they have come to expect from growth industries
- ◆ THE WORLD needs to understand the size, strength and growth potential of the public art industry

How to Deliver the Data

Products to serve a wide range of customers

Annual survey to demonstrate a **bankable, growing industry**

Online access to **data and research** for upgraded members, driving increased membership revenue

Business information and case studies for corporate and government customer segments (e.g. healthcare, real estate development, tourism, city planning)

Business information sold through **segment partners** (e.g., trade associations and publications in commissioning segments)

Research sold to **business information aggregators** (e.g., Bloomberg, McKinsey, construction industry data aggregators)



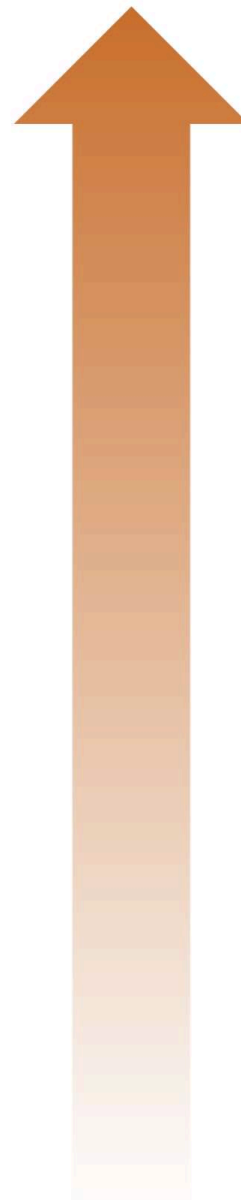
BARRIER TAPE by SpY Studio, Amsterdam, Netherlands

Next steps:

Invest in technology
and people

- **Proof-of-concept project** using Chat AI to mine insights and trends from Project Library already underway with technology partner
- IT infrastructure for **data warehouse** planned and budgeted
- Initial **products/services** budgeted and revenue projected
- **Fill talent needs:** technical, content creation, marketing

Growth Highlights



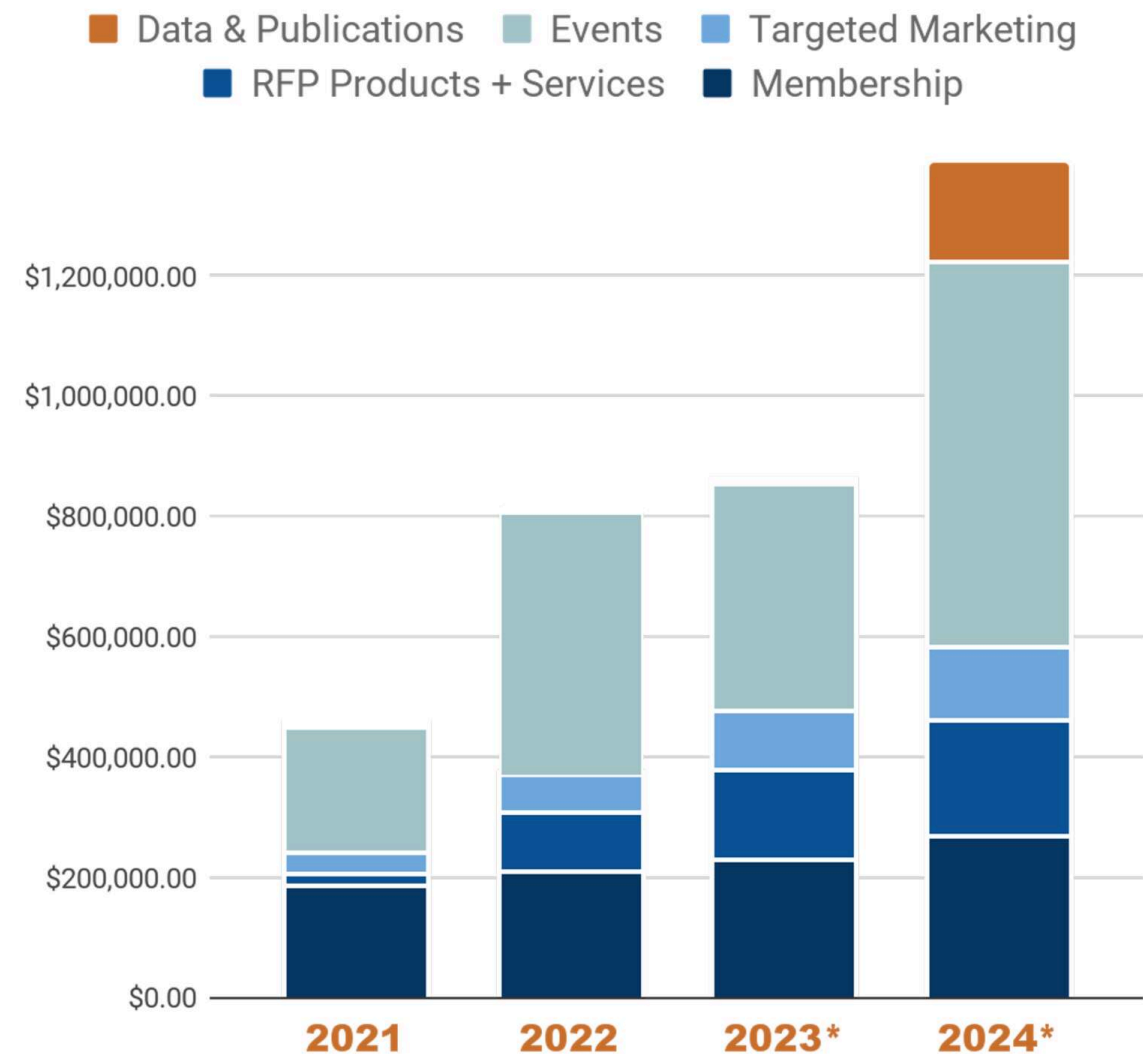
2022 vs 2021

- 79% growth in revenue
- 112% growth in events revenue driven by corporate sponsorships
- 30% growth in total projects published
- 19% growth in web traffic
- 65% growth in RFPs listed on CODAworx

As of end of Q1 2023

- 9,208 projects posted on CODAworx
- \$4,046,714,921 USD in total project value on CODAworx
- 15,993 registered members
- Over 17 million impressions and 435,000 engagements on social media

New revenue source: data services & publications



*This chart contains forward looking statements which cannot be guaranteed.

Proven Leadership Team



Sally Kraus

Director of Member Services

Spent years producing television commercials prior to finding her way to the arts. She has spent the last 20 years working closely with artists, helping them develop careers. She has a degree in Radio, TV & Film from the University of Wisconsin - Madison and a M.A. in communications from the Annenberg School of Communications at USC.



Suzanne Ball

Director of Art Partnerships

Veteran bus dev professional, Suzanne aligns corporate clients with branding opportunities at CODAsummit, CODAmagazine, CODAwards and other company programs. She also directs RFP programs and services, facilitating artist calls and working with commissioners throughout the commissioning process.



Toni Sikes

Co-Founder & CEO

has extensive experience as an entrepreneur, having worked in venture capital and investment banking, and founded two previous art world companies. In 1998, Sikes founded The Guild, a pioneer eCommerce company that brought the work of artists directly to consumers.

Sikes raised capital from Silicon Valley, New York and London, with Benchmark Capital as the lead investor. The Guild was acquired by Ashford.com, a public company.

She holds a BA in Mathematics from the University of Alabama, and an MS in Market Research from the University of Wisconsin-Madison.



Matt Peterson

Strategic Advisor

Has led businesses delivering digital tools and services to creative professionals ranging from design engineers to architects to VFX artists. Founded a company to deliver business information and services to an emerging industry.

STAFF

7 Full-Time
3 Part-Time

Headquartered in Madison WI

Investment Opportunity

Raising \$400,000

Use of Proceeds:

Use CODASummit model to launch spring event focused on *Design + the Experience Economy*

Create data warehouse to deliver industry business information products and services

Previously raised

\$3.4 million prior to 2019

\$325,000 loan from WI Economic Development Corporation

\$250,000 loan from SBA

COD|A wor|x



Invest in a dynamic and growing industry



Join an engaged community of brilliant creative professionals



Champion the leader of a data-driven global industry



Help make public art happen around the world

DATA by SpY Urban Art, Madrid, Spain